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Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

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WORLD PROGRAM MARKET: REPORT FROM MIPCOM / 6
CABLE IN ATLANTIC CITY: THE DEFIANT ONES / 24

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THE STATE OF THE FIRST AMENDMENT

found that most of them have a broadcast-only or equivalent tier, and of those, more than half priced the broadcast tier higher than a much greater number of basic cable networks.

A sales rep at the Daniels system in Carlsbad, Calif., for instance, said it charges $18.74 for local TV stations and C-SPAN, but only $4.21 more for 20 basic cable networks. The Viacom system in Everett, Wash., has a $20 tier comprising broadcast signals, government access, the Weather Channel and Viacom-owned Nickelodeon and MTV. For only $2.45 more per month, a subscriber gets an additional 21 cable networks and other "satellite" channels. Some operators charge far less for a broadcast tier—$5, for instance—and may feel no effect from the joint and common costs provision.

How significant the "joint and common costs" provision will be for other operators will depend on the answer to several questions. One such question is whether the provision can be applied against existing rates, or whether it applies only to future tiering and rate increases. Some Washington-based legal experts on the cable act, including David Wittenstein of Dow Lohnes & Albertson, and Frank Lloyd of Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, say there may be some ambiguity about whether the provision gives the FCC authority to roll back basic rates.

But John Windhausen, a Senate Commerce Committee staffer and the recognized congressional authority on the provision, told BROADCASTING that even though the authority is not "explicit...the Act makes the FCC responsible for insuring the rates are reasonable; that means the FCC can roll them back." Language from the conference report accompanying the law instructs the FCC at length in broad, unambiguous language, concluding: "The regulated, basic tier must not be permitted to serve as the base that allows for marginal pricing of unregulated services."

Another question to be determined, this by the FCC, is what exactly are "joint and common costs." A partial definition is provided in a House Energy and Commerce Committee report accompanying its earlier version of the cable bill: "...examples of such

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This Week

CABLE LAW'S IMPACT / 3

A brief clause in the new cable law may give regulators a wider swath for controlling basic rates than many had anticipated.

MIPCOM REPORT / 6

With at least half of sales now coming from international business, producers are having a tougher time living by one market alone.

'BATMAN' LIFTS FOX / 18

Fox Children's Network's two-hour programing block, anchored by *Batman: The Animated Series*, has unseated Buena Vista's *Disney Afternoon* as the top weekday afternoon block.

LIFE AFTER REREGULATION / 24

Operators at the Atlantic Cable Show downplayed the deleterious effects of reregulation, emphasizing instead the business opportunities offered in growth areas not restricted under the new rules.

CAMPAIGNS BUY RADIO / 26

Rep firms, stations and even radio networks say they have noticed more campaign dollars coming into radio than in past elections.

BROADCASTING Special Report looks at current issues affecting First Amendment protections (p. 44).

DAB PROPOSAL AT FCC / 28

CD Radio Inc. may have fine-tuned the future of satellite-delivered digital audio broadcasting with its application to deliver compact-disc-quality sound to car-mounted receivers by 1996.

THE FIGHT OVER 5% / 40

Broadcasters, telephone companies, cable companies and municipalities asked the FCC to reconsider its rules on video dialtone. Telcos say letting them acquire 5% equity in programing is an insufficient incentive, and the broadcast and cable industries warn that telcos will acquire monopoly power in the video marketplace.

SPECIAL REPORT: FIRST AMENDMENT / 44

BROADCASTING examines interpretations of the First Amendment in terms of political and creative expression, libel, access and commercial speech.

MEMBER PUSH BY BCFM / 52

The Broadcast Cable Financial Management Association is looking for both new members and a new executive director.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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Broadcasting's Ratings Week 5 Oct 5-11

	ABC	CBS	NBC	FOX
MONDAY	18.2/28	16.9/26	13.0/20	NO PROGRAMING
8:00	69. Young Indiana Jones Chronicles 8.0/13	9. Evening Shade 16.4/26	16. Fresh Prince 14.5/23	
8:30		7. Hearts Afire 16.6/26	19. Blossom 13.6/21	
9:00	2. NFL Monday Night Football—Dallas Cowboys vs. Philadelphia Eagles 22.3/36	3. Murphy Brown 19.9/29	27. NBC Monday Night Movies—Desperate Choices: To Save My Child 12.4/19	
9:30		14. Love and War 15.7/23		
10:00		11. Northern Exposure 16.3/26		
10:30				
TUESDAY	16.6/27	12.6/21	10.9/18	NO PROGRAMING
8:00	6. Full House 16.8/27	33. Perot Paid Ad 12.2/20	61. Quantum Leap 9.8/16	
8:30	9. Hangin w/Mr. C 16.4/26			
9:00	1. Roseanne 23.1/34	36. National League Championship Game 1—Pittsburgh Pirates vs. Atlanta Braves 12.0/21	49. Reasonable Doubts 10.6/16	
9:30	4. Coach 19.5/30			
10:00	36. Going to Extremes 12.0/20		27. Dateline NBC 12.4/22	
10:30				
WEDNESDAY	11.6/19	10.3/17	13.4/22	8.2/13
8:00	44. Wonder Years 10.9/18		15. Unsolved Mysteries 15.1/25	53. Beverly Hills 90210 10.5/17
8:30	57. Doogie Howser 10.3/16	41. American League Championship Game 1—Oakland A's vs. Toronto Blue Jays 11.0/19		
9:00	5. Home Improvmt 18.4/28		33. Seinfeld 12.2/19	84. Melrose Place 5.9/9
9:30	27. Laurie Hill 12.4/20		33. Mad About You 12.2/19	
10:00	66. Civil Wars 8.8/16		22. Law and Order 12.8/23	
10:30				
THURSDAY	10.8/18	11.8/20	12.0/20	8.9/14
8:00	63. Delta 9.6/16	49. Top Cops 10.6/18	58. A Difrnt World 10.2/17	36. Simpsons 12.0/20
8:30	58. Room For Two 10.2/17		65. Rhythm and Blues 9.2/15	41. Martin 11.0/18
9:00	61. Homefront 9.8/16	39. American League Championship Game 2—Oakland A's vs. Toronto Blue Jays 11.8/21	8. Cheers 16.5/26	73. The Edge 7.4/12
9:30			18. Wings 14.0/23	87. Flying Blind 5.0/8
10:00	24. Primetime Live 12.7/23		44. NBC News: Privacy and the Press 10.9/20	
10:30				
FRIDAY	13.7/25	12.2/23	7.5/14	5.6/10
8:00	27. Family Matters 12.4/23	47. Golden Palace 10.7/20	79. Final Appeal 6.6/12	84. America's Most Wanted 5.9/11
8:30	20. Step By Step 13.1/24		70. What Happened? 7.8/14	
9:00	41. Camp Wilder 11.0/20	24. National League Championship Game 3—Atlanta Braves vs. Pittsburgh Pirates 12.7/24	72. The Round Table 7.5/14	80. Sightings 6.3/11
9:30	66. Perot '92 9.1/17			89. Likely Suspects 4.1/7
10:00	12. 20/20 15.9/30		71. I'll Fly Away 7.7/14	
10:30				
SATURDAY	7.8/15	9.7/18	10.3/19	7.8/14
8:00	78. Covington Cross 6.9/13	81. Frannie's Turn 6.2/12	73. Here and Now 7.4/14	67. Cops 8.7/16
8:30			68. Out All Night 8.2/15	60. Cops 2 9.9/18
9:00	82. Crossroads 6.1/11	47. National League Championship Game 4—Atlanta Braves vs. Pittsburgh Pirates 10.7/20	32. Empty Nest 12.3/22	73. Code 3 7.4/13
9:30			27. Nurses 12.4/22	86. The Edge 5.3/9
10:00	54. The Commish 10.4/20		46. Sisters 10.8/20	
10:30				
SUNDAY	14.6/23	10.7/17	12.5/20	8.7/14
7:00				
7:30	(NR) Presidential Candidates' Debate/Post Debate Analysis 18.4/28	67. American League Championship Game 4—Toronto Blue Jays vs. Oakland A's 8.7/13	(NR) Presidential Candidates' Debate/Post Debate Analysis 13.9/21	(NR) Presidential Candidates' Debate 4.6/7
8:00				
8:30				54. In Living Color 10.4/15
9:00	17. ABC Sunday Night Movie—Overexposed 14.4/23	39. National League Championship Game 5—Atlanta Braves vs. Pittsburgh Pirates 11.8/20	24. NBC Sunday Night Movie—Jackie Collins' Lady Boss 12.7/20	21. Married w/Childn 12.9/19
9:30				64. Roc 9.3/14
10:00				82. Flying Blind 6.1/10
10:30				87. Woops! 5.0/9
WEEK'S AVGS	13.3/22	11.9/20	11.2/19	7.9/13
SSN. TO DATE	12.2/21	12.9/22	11.1/19	7.7/13

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

CAMPAIGN SPENDING RISES ON RADIO

Clinton called most aggressive user of paid spots; Perot said to concentrate on Texas

By Peter Viles

The spirited three-way race for President appears to have pushed slightly more dollars into radio advertising than in the past, industry observers said last week.

Several observers said Democrat Bill Clinton appears to be making the most aggressive use of paid radio, while Ross Perot is concentrating heavily on Texas. After using radio sparingly for several weeks, President Bush's campaign reportedly made its first major national buys early last week.

"Compared to four years ago, and with three pretty intense weeks to go, I would have to say we've seen an increase in spending," said Bonnie Press, senior vice president and general manager, sales, Katz Radio Group.

> *"We may actually get some business this time, which would be a first."*
>
> **Lou Severine**
> **ABC Radio Networks**

"And I think most people would attribute that to the race being closer this year than it was in '88."

She added, "Most of what we've seen to date is from Clinton."

The Clinton campaign has made extensive use of ads targeted to specific states or regions, especially in the upper Midwest, with most spots focusing on the economy—both at the national and at the state level. "We use radio extensively to target geographically and to target demographically," said Mandy Grunwald, director of advertising for the Clinton-Gore advertising team.

"They're spending a lot of money in Michigan," said Mike Fezzey, general sales manager, WJR-AM Detroit. "It's heavier spending than I can recall through the past three elections."

While the Bush campaign would not comment on its radio advertising strategy, several observers said the Republicans initially used radio sparingly, mainly in response to radio spots that Clinton ran in Michigan and Kentucky accusing Bush of ducking debates.

Perot, meanwhile, has flooded most Texas markets with commercials but has not used radio extensively elsewhere, according to Press.

Press said the campaigns appeared to be targeting older demographic groups, either 35-plus or 35-54. That translates into buys on country, adult contemporary, middle-of-the-road and news stations, she said. In addition, she said, Clinton has made some buys on urban and black-oriented stations.

While it is unusual for presidential campaigns to buy time on radio networks, both the Clinton and the Perot campaigns have approached some networks to ask about availabilities, according to Lou Severine, senior vice president, director of marketing and sales, ABC Radio Networks.

"We may actually get some business this time, which would be a first, because we've never really gotten any business from presidential campaigns," Severine said. ■

ABC, DISNEY IN KIDS NETWORK TALKS

ABC Radio is talking with the Walt Disney Co. about developing an around-the-clock children's radio network that would offer programing for young children and their parents, an ABC executive said last week.

"We have been interested in children's programing, and we continue to look at it on an ongoing basis," said David Kantor, executive vice president, ABC Radio Networks. "We think it's potentially viable, but we're nowhere near launching anything."

Kantor said the network would likely consist of 24-hour programing, with each daypart targeting a different demographic group—some programs for young children, some for older children, some for children and parents, and some for parents only.

Because children under 12 are not included in Arbitron listenership surveys, the new network would probably require specialized research to measure its listeners, Kantor said.

The *New York Post* reported last week that the new network could launch as early as next spring, and that it would likely generate revenue from merchandising as well as advertising.

While radio programing aimed at children has dwindled in recent years, there are signs that the format is rebounding. On Oct. 1, Minneapolis-based Radio AAHS launched the Children's Satellite Network, a nationwide, 24-hour network.

Kantor stressed that ABC is looking at other programing options as well. "We're looking at every possible programing idea out there," he said. "While kids programing appears to be very viable, it's one of many options." —PV

SUMMER ARBITRON RATINGS, MARKETS 4–10

Station	Format	Spring Share (Rank)	Summer Share (Rank)
San Francisco (4)			
KGO(AM)	News/Talk	7.7 (1)	7.2 (1)
KMEL(FM)	CHR	5.6 (2)	5.4 (2)
KCBS(AM)	News	4.4 (4)	4.9 (3)
KIOI(FM)	AC	3.5 (7)	4.2 (4)
KFRC(AM)	Nostalgia	3.5 (8)	4.8 (5)
KNBR(AM)	Talk	4.5 (3)	3.9 (6)
KKSF(FM)	New Age	2.7 (12)	3.5 (7)
KSAN(FM)	Country	4.0 (5)	3.4 (8)
KSOL(FM)	Urban	2.9 (11)	3.3 (9)
KOIT(AM/FM)	Soft AC	3.8 (6)	3.0 (10)
Philadelphia (5)			
KYW(AM)	News	6.6 (2)	7.2 (1)
WYSP(FM)	Classic Rock	6.5 (3)	6.9 (2)
WUSL(FM)	Urban	6.9 (1)	6.0 (3)
WMMR(FM)	AOR	5.5 (5)	5.8 (4)
WIOQ(FM)	CHR/Dance	4.3 (11)	5.3 (5)
WXTU(FM)	Country	4.9 (9)	5.0 (6)
WYXR(FM)	AC	5.1 (7)	4.7 (7)
WOGL(FM)	Oldies	5.1 (7)	4.7 (7)
WWDB(FM)	Talk	3.9 (13)	4.7 (7)
WEGX(FM)	CHR	4.6 (10)	4.5 (10)
Detroit (6)			
WJR(AM)	News/Talk/AC	8.8 (1)	7.2 (1)
WWWW(FM)	Country	6.3 (3)	7.1 (2)
WJLB(FM)	Urban	6.8 (2)	6.2 (3)
WWJ(AM)	News	4.6 (5)	5.0 (4)
WHYT(FM)	CHR	5.1 (4)	4.9 (5)
WKQI(FM)	CHR	4.3 (6)	4.7 (6)
WLTI(FM)	Soft AC	4.0 (10)	4.3 (7)
WCSX(FM)	Classic Rock	3.2 (16)	4.3 (8)
WOMC(FM)	Oldies	3.9 (12)	4.2 (9)
WMXD(FM)	Urban	4.1 (8)	4.1 (10)
Washington (7)			
WPGC(FM)	CHR	8.6 (1)	8.9 (1)
WKYS(FM)	Urban	5.7 (3)	5.9 (2)
WMZQ(AM/FM)	Country	7.6 (2)	5.2 (3)
WMMJ(FM)	AC	3.0 (12)	4.8 (4)
WRQX(FM)	Hot Mix	4.4 (5)	4.6 (5)
WGAY(FM)	Light AC	5.4 (4)	4.3 (6)
WMAL(AM)	News/Talk	4.3 (6)	4.3 (7)
WWDC(FM)	AOR	3.6 (9)	4.1 (8)
WASH(FM)	AC	4.1 (7)	3.8 (9)
WHUR(FM)	Urban	3.8 (8)	3.8 (9)
Dallas-Fort Worth (8)			
KSCS(FM)	Country	9.5 (1)	9.5 (1)
KJMZ(FM)	Urban	5.6 (4)	5.8 (2)
KPLX(FM)	Country	5.8 (3)	5.6 (3)
WBAP(AM)	Country	5.3 (5)	5.4 (4)
KYNG(FM)	Young Country	4.1 (7)	5.1 (5)
KVIL(FM)	AC	6.2 (2)	4.8 (6)
KDMX(FM)	Mix/AC	3.4 (9)	4.0 (7)
KKDA(FM)	Urban	2.5 (15)	4.0 (7)
KTXQ(FM)	AOR	4.3 (6)	3.8 (9)
KLRX(FM)	Soft AC	3.8 (8)	3.6 (10)
Boston (9)			
WXKS(FM)	CHR	6.9 (1)	7.5 (1)
WRKO(AM)	News/Talk	5.5 (3)	6.7 (2)
WBZ(AM)	News/Talk	6.3 (2)	6.6 (3)
WODS(FM)	Oldies	5.1 (6)	5.5 (4)
WBCN(FM)	AOR	5.3 (4)	5.4 (5)
WZOU(FM)	CHR	4.8 (8)	4.9 (6)
WMJX(FM)	AC	5.3 (4)	4.7 (7)
WSSH(FM)	AC	5.0 (7)	4.0 (8)
WBMX(FM)	Hot AC	3.5 (11)	3.6 (9)
WZLX(FM)	Classic Rock	4.6 (9)	3.2 (10)
Houston-Galveston (10)			
KILT(FM)	Country	8.1 (1)	8.5 (1)
KIKK(FM)	Country	7.5 (2)	7.7 (2)
KLOL(FM)	AOR	6.8 (3)	6.3 (3)
KBXX(FM)	CHR/Dance	4.6 (7)	5.1 (4)
KODA(FM)	AC	5.0 (5)	4.6 (5)
KMJQ(FM)	Urban	4.7 (6)	4.6 (5)
KQUE(FM)	MOR	4.1 (9)	4.5 (7)
KHMX(FM)	AC	4.6 (7)	4.2 (8)
KTRH(AM)	News/Sports	4.1 (9)	4.2 (8)
KRBE(FM)	CHR	5.1 (4)	4.1 (9)
KZFX(FM)	Classic Rock	3.2 (13)	3.8 (10)

Source: Arbitron summer survey. Total week, AQH, 12 plus. Copyright 1992. Note: New York, Los Angeles and Chicago ratings ran last week.

WESTWOOD POSTS $7.7 MILLION LOSS IN 3RD QUARTER

Westwood One reported a third-quarter loss of $7.74 million last week, of which nearly $6.7 million was attributed to Westwood's recent sale of WNEW(AM) New York.

Despite the industrywide slump in network radio revenues, Westwood reported third-quarter revenues of $37.7 million, essentially even with 1991's pace. And for year-to-date, Westwood reported revenue of $102.5 million, only slightly behind the 1991 pace of $103.3 million.

The third-quarter loss translates into $.52 per share, compared with a third-quarter loss in 1991 of $2.2 million, or $.15 per share. For year-to-date, Westwood reported losses of $19.8 million, or $1.33 per share, as compared with earnings of $10.2 million or $.69 per share in 1991.

Westwood Chairman and Chief Executive Officer Norman Pattiz pointed out that the company significantly improved its cash flow before financing during the first nine months of this year. Pattiz said Westwood One is "aggressively working on numerous programs that will significantly reduce costs and expenses.

"Moreover, we continue to aggressively pursue various financing and restructuring alternatives to improve cash flow and liquidity, which has been adversely affected by the current recession," Pattiz said.

Westwood is taking a loss on WNEW, which, with Robert F.X. Sillerman, it purchased for $22 million and recently sold for $13 million. **–PV**

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

KQXT(FM) San Antonio, Tex. □ Sold by Group W Radio to Clear Channel Communications for approximately $8 million. **Seller** is headed by Jim Thompson, and is licensee of WINS-(AM)-WNEW-FM New York, KFWB(AM)-KTWV(FM) Los Angeles, WMAQ(AM) Chicago, KYW(AM)-WMMR(FM) Philadelphia, WLLZ(FM) Detroit, WCPT(AM)-WCXR-FM Washington, WBZ(AM) Boston, KILT-AM-FM Houston, KDKA(AM) Pittsburgh and KFBK(AM)-KGBY(FM) Sacramento. **Buyer** is headed by Lowrey Mays, and is licensee of 11 AM's and 13 FM's, including WOAI(AM)-KAJA(FM) San Antonio. KQXT has AC format on 101.9 mhz with 100 kw and antenna 700 feet above average terrain.

WADB(FM) Point Pleasant, N.J. □ Sold by Pleasant Broadcasters Inc., to Seawood Broadcasters Inc. for $4 million. **Seller** is headed by Adamant Brown, and has no other broadcast interests. **Buyer** is headed by Arthur Shadek, former radio group owner; he has no other broadcast interests. WADB has AC format on 95.9 mhz with 4 kw and antenna 240 feet above average terrain. *Broker: Gary Stevens & Co.*

KEED(AM)-KSND(FM) Eugene, Ore. □ Sold by Community Pacific Broadcasting Co. Ltd. to McKenzie River Broadcasting Co. Inc. for $1.01 million. **Seller** is headed by David J. Benjamin III, and is licensee of KKSD(AM)-KASH-FM Anchorage and KFIV(AM)-KJSN(FM) Modesto, Calif. **Buyer** is headed by John Q. Tilson III, and is licensee of KKXO(AM)-KMGE(FM) Eugene, Ore. KEED has C&W format on 1600 khz with 5 kw day and 1 kw night. KSND has CHR format on 93.1 mhz with 100 kw and antenna 850 feet above average terrain.

WIBB(AM)-WKXK(FM) Macon-Fort Valley, Ga. □ Sold by Middle Georgia Broadcasting Inc. to Taylor Communications Corp. for $1 million. **Seller** is headed by B. Ken Woodfin and Milton Hirsch, who have interests in WGSY(FM) Phenix City, Ala., WGNE(AM)-WFSY(FM) Panama City, Fla., and WXKO(AM)-WFXM-FM Macon-Fort Valley, Ga. **Buyer** is headed by Selman Kremer and Edward L. Taylor III; Taylor owns 25% of licensee of KBIX-FM Wagoner, Okla. WIBB has urban contemporary format on 1280 khz with 5 kw day and 99 w night. WKXK has country format on 97.9 mhz with 3 kw and antenna 328 feet above average terrain.

KJSK(AM)-KLIR(FM) Columbus, Neb. □ Sold by Roger P. Anderson, et al., to Heartland Broadcasting for $850,000. **Seller** also has interests in KRKS(AM) Denver and KFLA(AM)-KSKI(FM) Scott City, Kan. **Buyer** is headed by Timothy R. McMahon and Daniel Gardner, and has no other broadcast interests. KJSK has religious format on 900 khz with 1 kw day and 66 w night. KLIR has AC format on 101.1 mhz with 100 kw and antenna 760 feet above average terrain. *Brokers: Satterfield and Perry Inc. and Kepper, Tupper and Fugatt.*

KIVA(AM)-KZRQ(FM) Corrales (Albuquerque), N.M. □ Sold by Star Management of New Mexico Inc. to Progressive Broadcasting Inc. for $850,000. **Seller** is headed by Carl C. Tutera, and has no other broadcast interests. **Buyer** is headed by Peter Baumann, and is licensee of KLSK(FM) Santa Fe, N.M. KIVA has Z-rock format on 1310 khz with 5 kw day and 500 w night. KZRQ has AC format on 105.1 mhz with 100 kw and antenna 1,937 feet above average terrain.

WMTZ(FM) Martinez (Augusta), Ga. □ CP sold by Columbia County Broadcasters Inc. to CSRA Broadcasters Inc. for $810,000. **Seller** is headed by Randolph E. Watkins Jr., and has no other broadcast interests. **Buyer** is headed by Bradley C. Beasley, who recently purchased WSFL-AM-FM New Bern, N.C. He has interests in two FM's, and nonattributable interests in two AM's and seven FM's. His father, George Beasley, has interests in 5 AM's and 15 FM's. WMTZ has solid gold format on 94.3 mhz with 3 kw and antenna 300 feet above average terrain.

WMAD-AM-FM Sun Prairie, Wis. □

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$813,500** □ **2**

FM's □ **$14,560,000** □ **8**

AM-FM's □ **$4,685,000** □ **6**

TV's □ **$275,000** □ **1**

Total □ **$20,333,500** □ **17**

1992 to Date:

AM's □ **$177,341,284** □ **183**

FM's □ **$365,899,707** □ **216**

AM-FM's □ **$247,039,846** □ **131**

TV's □ **$1,386,212,087** □ **49**

Total □ **$2,176,492,924** □ **579**

For 1991 total see Jan. 27, 1992 BROADCASTING

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Bill Douning at 214/953-7805

AMRESCO

■ **WOMP-AM-FM Bellaire, OH** (AM: BAL920921HM; 1290 khz; 1 kw-D, 33 w-N; FM: BALH920921HN; 100.5 mhz; 48 kw; ant. 518 ft.)—Seeks assignment of license from BTMI Inc., receiver, to WSTV Inc. for $575,000. **Seller** is headed by Paul W. Robinson Jr., and is licensee of WIMX-AM-FM Rossville, GA, and WMFX(FM) St. Andrews, SC. **Buyer** is headed by Myles P. Berkman, and is licensee of WSTV(AM)-WRKY(FM) Steubenville, OH. Filed Sept. 21.

■ **KEED(AM)-KSND(FM) Eugene, OR** (AM: BAL920928EB; 1600 khz; 5 kw-D, 1 kw-N; FM: BALH920928EC; 93.1 mhz; 100 kw; ant. 850 ft.)—Seeks assignment of license from Community Pacific Broadcasting Co. Ltd. to McKenzie River Broadcasting Co. Inc. for $1.01 million. **Seller** is headed by David J. Benjamin III, and is licensee of KKSD(AM)-KASH-FM Anchorage and KFIV(AM)-KJSN(FM) Modesto, CA. **Buyer** is headed by John Q. Tilson III, and is licensee of KKXO(AM)-KMGE(FM) Eugene, OR. Filed Sept. 28.

■ **WBCB(AM) Levittown-Fairless Hills, PA** (BAL920929EC; 1490 khz; 1 kw-U)—Seeks assignment of license from Bucks Broadcasting Co., debtor-in-possession, to Progressive Broadcasting Co. Inc. for $550,000. **Seller** is headed by Edward George. General partner Joseph H. Weiss has interests in WQBK-AM-FM Rensselaer-Glenmont, NY. **Buyer** is headed by Pasquale T. Deon Sr., and has no other broadcast interests. Filed Sept. 29.

■ **WMAD-AM-FM Sun Prairie, WI** (AM: BAL920925HP; 1190 khz; 1 kw-D; FM: BALH920925HQ; 92.1 mhz; 1.75 kw; ant. 400 ft.)—Seeks assignment of license from DPC Inc. to WMAD Inc. for $650,000. **Seller** is headed by David Suchomel, and has no other broadcast interests. **Buyer** is headed by Allen B. Shaw, who has 30% interest in licensee of WRKU-FM Grove City, PA. Filed Sept. 25.

Actions

■ **WEYY-FM Talladega, AL** (BALH920803HK; 92.7 mhz; 250 w; ant. 870 ft.)—Granted assignment of license from Radio Talladega Inc. to James H. and Laura A. Jacobs, husband and wife, for $570,000. **Seller** is headed by Jimmy E. Woodard, who also has interests in two AM's. James Jacobs is general manager of WSYA-AM-FM Montgomery, AL. Action Sept. 16.

■ **KPPL(FM) Colusa, CA** (BALH920709GX; 107.5 mhz; 28 kw; ant. 600 ft.)—Granted assignment of license from Park Lane Colusa Partners Ltd. to The Park Lane Group for $2.5 million in sale of up to 2.9 million shares of stock; limited partners of assignor are contributing their interest to assignee, which will cause assets of assignor to be dissolved. Park Lane Group is general partner of assignor, and is headed by James Levy. It is licensee of KVOY(AM)-KTPI Tehachapi, CA (see below). Action Sept. 4.

■ **KKAM(AM)-KBOS(FM) Fresno-Tulare, CA** (AM: BAL920619EA; 1340 khz; 1 kw-U; FM: BALH920619EB; 94.9 mhz; 16.4 kw; ant. 847 ft.)—Granted assignment of license from Richard C. Phalen Jr., receiver, to CenCal Broadcasting Inc. for $1.4 million ("In Brief," June 22). Phalen is also receiver for KIST(AM)-KMGQ(FM) Santa Barbara, CA. **Buyer** is headed by Stephen D. Miller, former general manager of stations. Action Sept. 16.

■ **WRZK(FM) Tallahassee, FL** (BAPH920622GO; 106.1 mhz)—Granted assignment of CP from John S. Matthews Jr. to Southeast Broadcasters Inc.; John S. Matthews Sr. and John C. Vogt Jr. will be acquiring their respective interests in licensee from John S. Matthews Jr., in return providing pro rata share of operating costs of station. Corporation will also assume certain liabilities incurred by John S. Matthews Jr. during construction of station. Action Sept. 16.

■ **WQTX(FM) Roanoke, IN** (BAPH920728GZ; 105.1 mhz; 2.2 kw; ant. 385 ft.)—Granted assignment of CP from Roanoke Broadcasting Inc. to Frank S. Kovas for $100,000. **Seller** is headed by Judith A. Selby, and has no other broadcast interests. **Buyer** has interests in 2 AM's. Action Sept. 14.

■ **WROI(FM) Rochester, IN** (BALH920716HR; 92.1 mhz; 4.3 kw; ant. 240 ft.)—Granted assignment of license from Manitou Broadcasting Corporation to Bair Communications Inc. for $250,000. **Seller** is headed by James W. Zimmerman, and has no other broadcast interests. **Buyer** is headed by Thomas J. Bair, and has no other broadcast interests. Action Sept. 9.

■ **WDKA(TV) Paducah, KY** (BTCCT910827KE; ch. 49; 3,373 kw-V; 337 kw-A; ant. 1,169 ft.)—Granted transfer of control of CP from MacPherson Broadcasting of Kentucky Inc. to Robert W. Sudbrink for $200. **Seller** is headed by Alexander E. MacPherson, and has no other broadcast interests. **Buyer** is headed by Robert W. Sudbrink (51%) and Marion Sudbrink (49%), husband and wife. Robert W. Sudbrink has interests in WTLK(TV) Rome, GA (pending FCC approval); WCEE(TV) Mt. Vernon, IL; WXTL(AM) Jacksonville, FL. Action Sept. 4.

■ **KLCL(AM)-KHLA(FM) Lake Charles, LA** (AM: BAL920727EB; 1470 khz; 5 kw-D, 500 w-N; FM: BALH920727EC; 99.5 mhz; 100 kw; ant 400 ft.)—Granted assignment of license from Gary Stevens, receiver for GMX Corp., to Broadcasters & Publishers Inc. for $1.2 million (see WNAU(AM)-WWKZ(FM) New Albany, MI, below). Action Sept. 15.

■ **WNAU(AM)-WWKZ(FM) New Albany, MS** (AM: BAL920727GX; 1470 khz; 500 w-U; FM: BALH920727GY; 103.5 mhz; 100 kw; ant. 1,004 ft.)—Granted assignment of license from Gary Stevens, receiver for GMX Corp., to Broadcasters & Publishers Inc. for $1.2 million ("Changing Hands," July 13). Sale includes KLCL(AM)-KHLA(FM) Lake Charles, LA (see above). **Seller** is media broker, who also recently sold WHNK(AM)-WRLT-FM Nashville ("Changing Hands," July 13). **Buyer** is headed by Houston L. Pearce, licensee of WMOX(AM)-WJDQ(FM) Meridian, MS. Pearce is also licensee of 3 AM's and 3 FM's. Action Sept. 15.

■ **KECO(FM) Elk City, OK** (BALH920724GM; 96.5 mhz; 100 kw; ant. 500 ft.)—Granted assignment of license from Ronca Broadcasting Co. to Paragon Broadcasting Inc. for $260,000. **Seller** is headed by Ron Sewell, and has no other broadcast interests. **Buyer** is headed by Cletis Killian. Principal Brooks Brewer is director of licensee of KOKL(AM) Okmulgee, OK. Action Sept. 16.

■ **WAIM(AM) Anderson, SC** (BAL920729EC; 1230 khz; 1 kw-U)—Granted assignment of license from ABS Greenville Partners Ltd. to Palmetto Broadcasting Co. Inc. for $80,000. **Seller** is headed by Kenneth A. Brown and Jon Sinton, and is also licensee of WROQ(FM) Anderson, SC. Brown and Sinton also have interests in two FM's. **Buyer** is headed by Brenda Woodson, and has no other broadcast interests. Action Sept. 15.

■ **WHPB(AM) Belton, SC** (BAL920803EE; 1390 khz; 1 kw-D)—Granted assignment of license from B & J Broadcasting Inc. to CG & B Broadcasting Inc. for $166,000. **Seller** is headed by Yvonne B. Fleming, and has no other broadcast interests. **Buyer** is headed by Cecil V. Clement, and has no other broadcast interests. Action Sept. 15.

■ **KIXZ(AM)-KMML(FM) Amarillo, TX** (AM: BAL920708EE; 940 khz; 5 kw-D, 1 kw-N; FM: BALH920708EF; 98.7 mhz; 100 kw ant. 480 ft.)—Granted assignment of license from MST Communications Inc. to Catalyst Radio Ltd. for assumption of note in principal balance of $2.45 million. **Seller** is headed by Sally A. Haines, and has no other broadcast interests. **Buyer** is headed by Daryl Hays, and has no other broadcast interests.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's'	TOTAL*
Commercial AM	4,963	184	5,147
Commercial FM	4,742	927	5,669
Educational FM	1,570	299	1,869
Total Radio	**11,275**	**1,410**	**12,685**
Commercial VHF TV	557	13	570
Commercial UHF TV	587	157	744
Educational VHF TV	124	5	129
Educational UHF TV	237	8	245
Total TV	**1,505**	**183**	**1,688**
VHF LPTV	466	139	605
UHF LPTV	825	922	1,747
Total LPTV	**1,291**	**1,061**	**2,352**
FM translators	1,923	386	2,309
VHF translators	2,517	81	2,598
UHF translators	2,426	433	2,859

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. ' Construction permit. † Penetration percentages are of TV household universe of 92.1 million. Source: Nielsen, NCTA and Broadcasting's own research.

National Nielsen ratings for CBS's coverage of the Major League Baseball playoffs were off 8% this year, averaging an 11.0/21. In the wake of that performance, the network replaced Rick LaCivita as coordinating producer for baseball with Bob Dekas. The reported rating average includes 11 of 12 games—last Monday's (Oct. 12) daytime American League playoff rating wasn't available last week, but CBS officials don't expect the overall average to change dramatically. Last year, 12 playoff games averaged an 11.9/23, and in 1990 the comparable average was 11.6/24. Separately, CBS has filed a complaint with the National League, for what it claimed was highly improper conduct on the part of Atlanta Braves player Deion Sanders, who doused CBS announcer Tim McCarver three times with ice water following the Braves victory last Wednesday. CBS said Sanders's action was in "retaliation" for comments McCarver made on-air concerning him.

Mutual Broadcasting is readying plans to shift Larry King's overnight radio talk show to mid-day, a network source said last week. The source said the specific hours have not been set yet, but that it is likely that some portion of King's show will come up against Rush Limbaugh's mid-day show. In an unrelated development, Mutual is also trying to schedule several mid-day broadcasts of King's show featuring the presidential candidates.

Hughes Communications direct broadcast satellite subsidiary **DirecTv reached a $50 million agreement with Sony Corp. of America,** which will engineer and integrate serial digital equipment (including more than 300 VTR's, routing, signal processing and automation software) for DirecTv's broadcast center in Castle Rock, Colo. "Together we will build one of the most technologically advanced operating systems in the world," said David Baylor, VP of operations for DirecTv.

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Oct. 4. Numbers represent aggregate rating average/stations/% coverage)

1. Star Trek	13.8/245/99
2. Wheel Of Fortune	12.7/220/98
3. Jeopardy!	10.8/211/98
4. Oprah Winfrey Show	9.2/235/99
5. Entertainment Tonight	8.1/177/94
6. Current Affair	7.3/177/95
7. Inside Edition	6.8/165/93
8. Married...With Children	6.7/182/95
9. Nat'l Geographic-Assign	6.4/172/96
10. Wheel Of Fortune-wknd	6.1/180/73
11. Tri-Star Showcase III	6.0/186/97
12. Designing Women	5.4/209/98
13. Donahue	5.4/218/99
14. Portfolio XV	5.4/185/96
15. Cosby Show	5.1/196/96

Joe Peyronnin, VP and assistant to the president of CBS News, will replace the departing David Corvo as VP, prime time, with responsibility for the three prime time magazines, as well as CBS News Productions. He'll retain his assistant to the president (Eric Ober) role as well. **Linda Mason,** who oversaw *CBS Sunday Morning* and the weekend newscasts, becomes VP in charge of the next prime time hour (to be hosted by Connie Chung), documentaries and other prime time specials. Her old duties are being taken over by **Missie Rennie. Lane Venardos,** executive producer and director of special events, becomes a VP, adding responsibility for hard news broadcasts, all bureaus and CBS Radio.

INTERFACE AND HALL OF FAME SET

On Oct. 21, BROADCASTING magazine and the Federal Communications Bar Association will sponsor the annual "Broadcasting/Cable Interface" seminar and "Hall of Fame" dinner and awards ceremony at the Omni Shoreham Hotel in Washington. For more information, contact: (in New York) Joan Miller, (212) 340-9866; (in Washington) Pat Vance, (202) 659-2340.

CBS-TV will have to wait another week or two to see its next-generation satellite, **Galaxy VII,** launched aboard an Arianespace booster. The scheduled Oct. 15 launch from Kourou, French Guiana, was postponed to allow Hughes Communications to replace a telemetry unit aboard the bird, the largest ever built (24 C-band and 24 Ku transponders).

The FCC last week cleared 24 of the 28 stations audited last June for compliance with the political broadcasting rules, but said it was continuing to review the audit reports on four other stations and two cable systems for possible violations. The rules are aimed at insuring candidates' spots at stations' lowest commercial rates. The June audit focused on stations' obligation to disclose information candidates need to determine whether they are getting the best rates. Although the audit showed "substantial compliance," the FCC also released clarifications of disclosure obligations.

At a Federal Communications Bar Association panel last week, FCC Audio Services Assistant Chief Stuart Bedell said **the FCC has so far received 40 applications filed as a result of the new duopoly rules.** The NAB's Barry Umansky attested that because of the lack of available financing, a lot of small-market stations, which need the most help, will